VENICE CHAMBER OF COMMERCE BUSINESS SUMMIT 2019

Eric Garcetti @MayorOfLA

MAYOR'S OFFICE OF COMMUNITY BUSINESS



ROBERT PARK
Community Business Manager

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OPEN FOR BUSINESS



ECONOMIC OPPORTUNITY

- 4 million people and 500,000 businesses
- LA Metro is the 3rd largest metro economy in the world after Tokyo and NYC
- 14 major industry clusters including aerospace, entertainment, tourism, and apparel manufacturing.
- Well-trained workforce, top universities, vibrant tech startup eco-system.

- LAX is the #1 busiest airport for origination and destination in the US
- Biggest port in the U.S. moving about 40% of the sea cargo brought into the US
- Include all Angelenos in sharing our City's prosperity and economic opportunities

COMMUNITY BUSINESS

PRIORITIES:

- Liaise w/ Chambers of Commerce and BIDs across the city
- Support incubators and start-up companies
- Increase and diversify funding for startups through our private sector partnerships
- Small business inclusion in City contracting (minority, vets, etc)
- Assist with permitting and regulations



BUSINESS PORTAL





Welcome to the LA Business Portal

The LA Business Portal provides you with all of the information you need to plan, start, manage, and grow your business. Try our Start Up Guide to quickly map out how to register your new business and be compliant. Explore a rich library of content and resources to help you manage and grow your business.

Small businesses are essential to our city's economy. The LA Business Portal is here to make sure you have everything you need to succeed.

TRY THE STARTUP GUIDE



BUSINESS PORTAL

LA BUSHIESE PORTAL





Plan a Business

You've come up with a great idea and want to turn it into a great business. What's next? Learn more about what it will take to get your business up and running.

Go



Start a Business

You've decided to start a business and now it's time to legally register it. Use the Startup Guide or review the Starter Kits to see if a quick how-to-guide is available for your type of business.

Go



Manage a Business

Your doors are open, so what's next? Educate yourself on important dates, laws, and local resources to help you succeed.

Go



Grow a Business

Business is good and it's time to expand. Discover the information and resources you need to grow your business and thrive.

Go

BusinessSource Centers

9 Centers strategically throughout LA

- Hollywood
- Harbor
- South LA
- East LA
- Mid-City
- Central / West LA
- South Valley
- North Valley
- West Valley



BusinessSource Centers

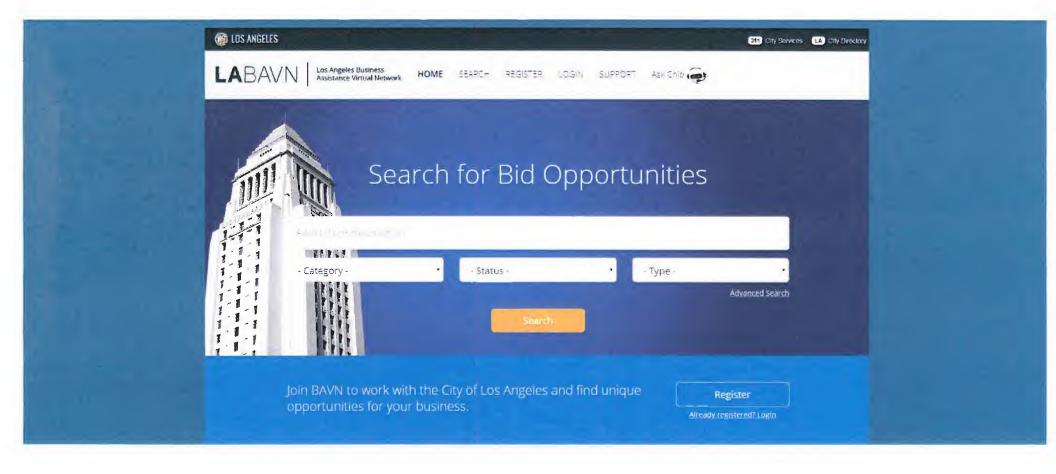


Services are all FREE for LA business owners

- Access to capital / microloans
- Business consulting
- Taxes
- Marketing / social media
- Employment



Contracting / Procurement



LABAVN Los Angeles Business Assistance Virtual Network

NO.	DEPARTMENT AND OPPORTUNITY	ID	POSTED	BID DUE	STATUS
1.	Airports, Los Angeles World Request for Qualifications for Non-Exclusive Midfield Satellite Concourse (MSC) Common Use Lounge	35893	02/14/19	03/15/19	Open
2	Personnel Social Media Consulting & Marketing Services	35185	11/14/18	01/07/19	Closed
3.	Airports, Los Angeles World Request for Proposals - Brand Development and Sponsorship Marketing Services	35077	11/02/18	11/30/18	Closed

Permits & Regulation Assistance

- Business Tax Businesses with less than \$100,000 or less in annual sales can apply for a Small Business Exemption
- Restaurant & Small Business Express Program
- Beverage & Entertainment Streamlined Program



Business Retention & Attraction

Business Response Unit (BRU)

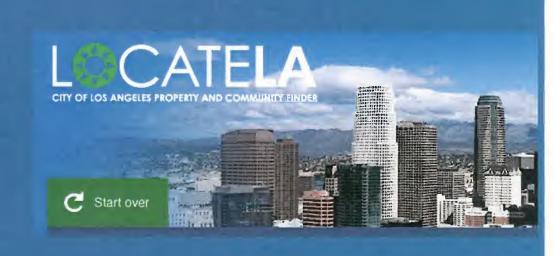
 Case management assistance to help businesses navigate through City departments and resolve issues

LocateLA

 Free searchable property database to identify new business locations

DWP Rebates

 Variety of rebates and programs for DWP customers





COMMUNITY PLANS



- Community Plans establish policies to guide future land use and development – identifying where to place jobs, housing, parks, and open spaces, etc.
- These plans are updated periodically to ensure that each community is able to accommodate future generations of people.



TRANSFORMING LOS ANGELES

ENVIRONMENT I ECONOMY I EQUITY

WESTSIDE COMMUNITY PLAN

- Over the next 3 years, Planning Dept will hold public meetings, conduct land use research, and prepare environmental reports.
- The Westside Community Plan includes Venice, Palms-Mar Vista-Del Rey, West LA, and Westchester.
- This is the perfect opportunity to provide your input and thoughts.



OUTREACH PLAN - LISTEN

Year 1

Year 2

Year 3

Listen

Share

Consult

Finalize

Adopt





Public Outreach Tasks

- Neighborhood Councils
- Planning 101: Community Planning
- Kick-off Events
- Community Events
- Surveys

Plan Development Tasks

- Background research
- Data collection
- Field visits
- Land use surveys
- Identify issues and opportunities







WESTSIDE COMMUNITY PLANS

planningthewestside.org

Planning.thewestside@lacity.org



THANK YOU

Mayor's Office of Community Business
Business.lacity.org